



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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South Africa, Republic of

Promotion Opportunities

2000

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South Africa

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Report Highlights:

The continued decline in the value of the rand versus the dollar is affecting high-value food exports to South Africa. Nevertheless, opportunities exist for resourceful exporters with niche products. Evidence of this fact was demonstrated at the recent Food and Hotel Africa exhibition, held from September 17-20, where U.S. products were well-received by South African and international visitors. Initial data indicate that attendance this year surpassed the visitor total for the 1998 show.

FAS/Pretoria will next participate in the South African food and catering show, Hostex, which will be held March 18-21, 2001.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Pretoria [SF1], SF

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"The Promotional activities listed are provided for information purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer."

I. FAS/W ENDORSED TRADE SHOWS

Title of Event:Hostex

Dates: 18-21 March, 2001

Venue: Gallagher Estate, Midrand, Gauteng Province, SOUTH AFRICA

Contact Information: Lindy Taylor, Project Manager

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Brief Narrative: Hostex was established in Gauteng in 1986. Since then, it has consolidated its position as southern Africa's premier showcase for the hospitality and catering industry. Hostex 2001 is forecast to attract 18,000 visitors. Hostex is the ultimate magnet for the buying brains behind the regions's hospitality industry. You'll meet, greet and deal with the region's leading hoteliers; restaurateurs, taverners, pub, club and guesthouse owners; caterers, fast food operators and a host of other prominent purveyors. This fall, post and AgExport Services Division, Washington will start recruiting U.S. companies to participate in the "American Café" which will be the main feature of the USA Pavilion at the show. The American Café offers a cost effective means and the unique opportunity for producers or suppliers of American food products to display their food items for maximum exposure within the USA pavilion.

For a minimal fee a participating company can have its product displayed and sampled at the American Café. The company does not have to incur the high cost of having its own booth or sending a representative to the trade show. USDA staff will assist with setting up the product for display and the show attendees while sampling the product can discuss business with the staff, who will then pass on any trade leads to the company.

Title of Event: Food and Hotel Africa 2000

Dates: 17-20 September, 2000

Venue: Sandton Convention Centre, Sandton, Gauteng Province, SOUTH AFRICA

Contact Information: Renee de Winnaar, Exhibition Manager

Specialised Exhibitions

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Post recently participated at the Food and Hotel Africa 2000, held between September 17 through 20. Despite limited U.S. exhibitors attendance, post was very pleased at our participation. Specialized Exhibitors, the organizers of the show has estimated the number of visitors (for the show opening report) in attendance during the first two days to be 3,000, a figure they say is above the 1998 level.

II. OTHER TRADE SHOWS RECOMMENDED BY POST

Title:International Food and Drinks Festival
Dates: 5-8 July, 2001
Venue: Gallagher Estate, Midrand, Gauteng Province, SOUTH AFRICA
Contact Information: Sue Cannon, Exhibition Manager
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Brief Narrative: Be part of the very first International Food and Drinks Festival.

The dates for 2001 shows are not available as yet. The following website is a good source of information for trade shows in South Africa.

Trade shows in SA. Website: www.exsa.co.za

III. OTHER PROMOTIONAL ACTIVITIES

No other promotional activities have been confirmed. However, post plans to evaluate the feasibility of sponsoring an instore promotion of American processed food, when AMP funds are available.

IV. POST CONTACT

If you have any questions or comments regarding this report or need further assistance, please contact AgPretoria at the following address:

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For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service's website at: <http://www.fas.usda.gov>

